



Dmitry Kochnev

Shaping the future of design

✉ dmik17@gmail.com
☎ (929) 503-6455
🌐 linkedin.com/in/dkochnev
🔗 dmik3d.com

EDUCATION

The City University of New York / B.F.A in Graphic Design and Multimedia | 2012 – 2016
Google Career Certificate / Google UX Design Professional Certificate | 2022

EXPERIENCE

Western Union | *Denver (remote), 2017 – Present*

Lead Creative Designer – Global Brand

- Strategize, conceptualize, and execute highly successful marketing campaigns for a global financial brand.
- Manage corporate in-house B2B/B2C digital media production and advertising, enabling the team to scale campaigns more quickly and efficiently.
- Lead Visual design support of the company's NBA sponsorship Denver Nuggets as an in-house agency to build brand recognition of Western Union as a leader in cross-country, cross-currency money movement.
- In partnership with the Product and Paid Media team, launched multiple media campaigns which resulted in \$6.5M annual agency fee cost savings from the 2022 year alone.
- Design interactive ads, videos, web banners, and motion graphics, print collateral and web assets for social marketing team for global markets.
- Train new designers, contribute to new employees' recruitment efforts.
- Provide UX/UI and CRM support, wireframing, email coding, and design new projects.
- Concept and produce work for external clients such as Amazon, Walgreens, U.S. Bank, Walmart, TCF Bank, Kroger, BanCoppel, Denver Post, DIA, NBA, MLS, Pepsi Center, RTD.
- Manage multiple priorities under tight deadlines, working independently and with a team, to meet project and business goals.

Just Wireless Intl. | *New York, 2016 – 2017*

UX Graphic Designer / 3D Artist

- Built campaign-focused design initiatives and presentations for sales meetings with Fortune 100 financial companies and FinTech.
- Led visual support for the company's CES 2017 presentation in Las Vegas, producing captivating promotional materials across various channels.
- Directed B2B and B2C design projects, ensuring on-time delivery and surpassing client expectations. Clients: Target, Walmart, Walgreens, BestBuy.
- Developed scalable design systems to foster collaboration and alignment among designers and product teams. Templated videos and web banners for production.
- Designed business merchandise and created interactive presentations for major clients.
- Mentored and guided team members, provided training, coordinated project workflows.
- Generated photorealistic renderings, optimized images, UI elements for enhanced website performance.
- Created visuals ranging from packaging design to promotional materials and in-house collateral, retouched images, and prepared digital assets for web, print, social media and working on company's CMS.

EIC Agency | *New York, 2015 – 2016*

UX Designer (Internship)

- Designed intuitive UX/UI for webpages, wireframed concepts, and defined brand aesthetics.
- Conducted research to design cross-platform campaigns, supporting brand-focused marketing efforts.
- Collaborated with a diverse team of designers and developers to deliver various projects.
- Optimized images and code for efficient web performance.

Dmik Design | *New York, 2012 – 2017*

Freelance Graphic Designer / Art Director

- Provided art direction and delivered print and digital designs for a wide range of clients.
- Developed brand identities, created social media statics, online videos and banners, designed landing pages, and crafted engaging UX/UI interfaces to elevate user experiences.
- Developed graphics and brand assets for sales and marketing purposes.
- Photographed and image retouched product for e-commerce and social media.
- Collaborated with external and internal agencies to create innovative AR experiences, mobile apps, websites, edited videos and created illustrations.

American Christmas Inc. | *New York, 2010 – 2015*

Design Decorator

- Holiday designs, installations and displays. Clients: Bergdorf Goodman, Rockefeller Center, Disney Store, Gucci, Madison Square Garden, Radio City Music Hall, Bloomingdale's, and others.

ABOUT ME

Accomplished Creative Designer with 10 years of experience. With a global mindset, detail-oriented approach, creative problem-solving abilities, and strong leadership skills, I excel in driving successful projects and inspiring teams to achieve outstanding results.

I am constantly learning to expand my capabilities to deliver impactful design solutions to elevate brand and engage audiences.

PROFESSIONAL SKILLS

DESIGN

Creative direction
Motion design and Animation
Typography
Corporate Brand Identity
Video production
Social media marketing
Leadership and Team motivation
Advertising
Project management
3D Modeling and Animation
Live Events
Experience design
UX/UI design
Wireframing / Prototyping

TOOLS

Adobe	Figma
Creative Suite:	Sketch
Photoshop	Abstract
Illustrator	Cinema4D
InDesign	HTML/CSS
After Effects	Vercel
Premiere	Github
Xd	Wrike
WordPress	Asana
Joomla	MS Office
G Suite	Canva
	Litmus

INTERESTS

Typography, Drawing, AI, Photography, Numismatics, Tabletop games, Drone flying.